

EDITOR & PUBLISHER
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New paper for New York ready in 'about 6 weeks'

✓ The projected "breakfast tabloid," *Weekday New York*, covering local news in New York City, is still six to 10 weeks away from its initial press run of a quarter-million copies, according to James A. Smith, publisher.

At a press conference Wednesday at the Overseas Press Club, Smith estimated the "curiosity factor will boost the initial press run to about a quarter million; then *Weekday* will settle down to 150,000—with breakeven around 100,000."

"We are prepared to go two years," Smith said. He indicated city editor Allan Wolper and associate editor E. Peter Reich, seated nearby, as the "principals in the operation—plus my father," who have money in the venture. A seed money figure of "under a million" was given.

The 22-year-old publisher is the son of Abbott Smith of Abbott Smith Associates, New York City, specialists in recruitment of training personnel. Smith, a journalism intern at the *Washington Post* in 1968, left the Massachusetts Institute of Technology last November after four and a half years. His publishing experience is that of starting a weekly newspaper and a monthly while at MIT, and a community newspaper, *Capital East Gazette*, in Washington, all offset operations.

The median age of the staff recruited to date Smith put at "about 28, with some as old as 35." He added, "Age is a state of mind. We expect to be read

by old New Yorkers who are not ready to throw in the towel."

"We are not covering the beautiful people, we are covering people in the Bronx, etc., people who haven't been covered for years," he added in a second run-through of his opening statement for late arriving television people.

The paper is to be printed offset by Balan Printing Co., and distributed by Metropolitan News. A dummy issue shows "ragged right" typeset in four-column format with a center fold magazine section, "City Life." It will be priced at 10c.

There will be no editorial page, and the paper plans a "suburban approach to the city," with offices in the five boroughs of New York and a central city desk in Manhattan.

Wolper, the city editor, left the New York educational tv station, where he was an associate producer. His newspaper background includes the AP in New York, the *Providence (R. I.) Journal* and the *Passaic-Clifton (N.J.) Herald-News*.

Reich, who opened the press conference as a co-founder, attended Bates College in Maine and the University of Grenoble in France before Army service during which he did public information work. He was a *Time* stringer in Europe, and his last job was assistant night city editor of the *Staten Island (N.Y.) Advance*.

Robert Laird of Mayor John Lindsay's press office read a letter of congratulations from the Mayor.